

Minutes

Pagosa Springs Town Tourism Committee

Tuesday, July 20, 2010

Community Center

4:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Jon Johnson, Angel Preuit, Pam Shoemig, Jim Smith, Doris Green

Absent: Morgan Murri, Thad McKain

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan, Mark Weiler, Mel Cassio, Darlene Cassio, Norm Vance, Jody Blankenship, Brian Baker

Please review: June Minutes, Any committee reports that you receive

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – June – Daniel Gonzales motioned to approve minutes, Jon Johnson seconded, all approved
4. Chair Report – Bob
 - a. At Large Board Opening
 - i. Keely Whittington resigned from the board recently; she was in charge of marketing, trade shows, central reservations, PR, and board secretary
 - ii. Daniel Gonzales has requested move from his lodging association appointed seat to an at large seat
 1. Jim Smith motioned to approve, Jon Johnson seconded, all approved
 - iii. Bob Hart asked the board if we should still have two reps from lodgers association, considering the dwindling participation in the association
 1. Pam Schoemig felt it should represent a lodger as opposed to a lodging association member

2. Jim Smith suggested it change to an at large position; concerned that we need to find someone that will work, versus an appointment
3. Pam Schoemig feels strongly that town lodgers should be represented, since it is their tax dollars
4. Bob Hart suggested we hold off and make a decision in August

b. Executive Board - Secretary

- i. Jon Johnson nominated Jim Smith as Secretary, Larry Fisher seconded, all approved

c. Mark Weiler – LPEA substation

- i. LPEA is proposing building a new, larger substation across from Parelli, at the west gateway entrance to Pagosa
- ii. Bob Hart mentioned that Parelli has growth plans, launched a new TV show, etc
- iii. Bob shared letter drafted; he would like to present letter, with TTC approval, to Town Council
- iv. Bob introduced Mark Weiler, President of Parelli
 1. The substation was built prior to land use development code
 2. County is presenting this as an upgrade to the existing facility in order to be grandfathered into existing Land Use Development Code; however, none of the existing facility will remain intact
 3. Proposed facility is 39% larger than the size of current
 4. Calling it an upgrade is a way to skirt land use regulations
 5. Approaching from the west, visitors will see an industrial complex that is 39% larger than current site
 6. Site is not large enough to mitigate visual impact
 7. Mark is asking the TTC to ask the Town to enforce the intergovernmental agreement and land use development codes approved in 2007
 8. Instruct LPEA, County Commissioners to review other options – Parelli engineering firm has presented a site that would work
 9. TTC should share their concerns, being active stewards of tourism

10. Final public hearing on Aug 3rd; Parelli is going to develop grass root support
11. Parelli also questions the drastic increase electrical demand; LPEA will explain it is a 30 year old substation
12. TTC has done a wonderful job safeguarding and promoting tourism; if we remain silent, the community will suffer
13. Ask Town Council to take a position to review every possible alternative before County Commissioners take it to vote
 - a. Bob Hart asked about the mitigation costs, which is estimated at \$400k and will only partially block the substation
 - b. Parelli is willing to sell 10 acres to LPEA / County to put substation on the south side, away from visitor impact
 - c. Parelli spent \$50k to research this alternate plan
 - d. Parelli's option would actually cost LPEA less
 - e. LPEA feels their only option is to build on the land they own
 - f. Mark Weiler asked the TTC to ask the Town to require LPEA to review every option and present a report showing all results
 - g. Jon Johnson asked if Parelli would be willing to donate land, if that was the hang up; Mark said that they would absolutely entertain a trade, in exchange for a complete tear down of the current substation structure, but also doesn't feel Parelli should need to subsidize the community
 - h. LPEA claims that doing it on a different site, would cost more money; Larry Fisher felt that LPEA would pass the increase costs to their customers; Mark did not feel it was accurate that it would cost more
14. Bob Hart asked for comments and thoughts on the letter
 - a. Pam Schoemig stated that originally had an objection to the substation; however, seeing it from the tourism point of view and Mark's presentation, she is changing her position and now agrees with the letter Bob drafted

- b. Jim Smith asked we add the points Parelli has made into the letter
- c. Jim motioned that we modify the letter to incorporate the points presented by Parelli, Jon Johnson seconded, all approved
 - i. Bob Hart asked Daniel Gonzales and Jim Smith to edit the letter accordingly and send back to Bob for final review

5. Treasurers Report – Angel

- a. Monthly Town Lodging Receipts report (May/June)
- b. Current finances – Jennie – review report; finances are fine; May lodgers tax was 4.1% down over 2009, although it was noted there were property ownership changes

6. Subcommittee Reports

- a. Budget – Angel
- b. Fulfillment Package – Jim
 - i. Jim passed around the proposed cover of the new hunting supplement – group liked the photo for the cover
 - ii. Norm Vance is in attendance; Jim asked him to speak
 - 1. DOW lists the combined hunting and fishing in Archuleta county at \$12 million
 - 2. Norm feels the supplement is significant, but wants the other efforts to continue
 - 3. Radio show is critical to get info to hunters; 19 years running; one of KWUFs best shows
 - 4. KWUF / Norm approached ATV club last year to sell advertising in exchange for them delivering guides; Since TTC is producing hunting supplement, Norm wants TTC to consider funding ATV to offset gas and get community effort to show hunter hospitality (ince Cassio is selling ads)
 - 5. Bob Hart asked what was in it for the Cassio Group?
 - a. Jim explained that ad revenues come to TTC; we pay Cassio and printing

6. Jim Smith recommends approaching ATV club with an offer of \$2k - \$3k to distribute
 - a. Jennie suggested waiting to pay out of the 2011 budget; ideally Jan payment
 - b. Norm felt the ATV club would be willing to trust TTC for payment a few months after hunting season
 - c. Jim also suggested we could also conduct a survey of hunters
 - d. Jim moved to grant funds for ATV club to distribute hunting supplements, up to \$2500, to be paid out of 2011 TTC budget, Larry Fisher seconded, all approved
 - e. Jim Smith also has covers to review; please stay after meeting to share your input
- c. Marketing, website, trade shows, central reservations- Jennie
 - i. Bob Hart explained that Keely was chair of multiple subcommittees
 1. Pam volunteered to lead Central Reservations and Trade Shows
 2. Marketing and Website – Daniel volunteered to serve as interim chair of both committees; Doris volunteered to assist
 3. Website issues: Jennie working on getting events tool to allow new events to be added
- d. Events – Daniel – meeting scheduled for July 28th at 10am at River Pointe Café
- e. Visitors Center report – Mary Jo
 - i. Update – fulfillments down in June, likely due to no Madden Media in 2010; we added Colorado.com welcome leads which has provided a steady source of leads, we're flattening out in summer, likely see increases again in fall.
 - ii. Visitor Center Traffic was also down in June, but the Chamber had satellite visitor center stations during bike tours
- f. Special Projects – Jim Smith– no updates
- g. Lodging Occupancy Reports – Daniel – review report provided; everything is tracking upward in occupancy
- h. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Signage team is reviewing paint samples

- ii. Jennie creating map for downtown pedestrian sign
- iii. Gap in mural wall will be filled by Wyoming Snow Fencing

- 1. Jack and Katy Threet donated money for landscaping

- i. Reservoir Hill Task Force – Update – Reservoir Hill Improvements Thad McKain, Larry Fisher –
 - i. meeting tomorrow 7/21 at 4pm to walk reservoir hill, Bob Hart is also bringing a surveyor
 - ii. what can we do now and next year? Larry hopes to ease things in – such as sledding this winter, maybe terrain park
 - iii. David mentioned that 2 new features to be added this fall; Town Council approved funding engineering for 4-5 additional features in the 2010 budget
 - iv. Larry has begun process to get 1st half of river through town as catch and release; 2nd ½ as catch & keep
 - v. Daniel asked if there was a way to structure times releases of water flow to improve summer activities
 - 1. David mentioned there were untapped water rights along the San Juan; however, other communities have faced costly issues
7. TTC Director Report – Jennie
- a. 2011 CTO Grant – Partner with Ouray for Hot Springs promotion. See Director’s Report for preliminary plan.
 - i. Motion to Partner with Ouray, CO for \$5,000 in 2011 CTO Grant, Jon motioned, Pam seconded; all approved
8. Old Business
- a. TTC/CTC update – Morgan was not able to attend
9. New Business
- a. Discussion on formation of Visitor Center Subcommittee
 - i. Jim Smith volunteered to chair on an interim basis – Mary Jo, Jim Smith, Kate Alfred, Jerry Baker, Steve Komen, Daniel Gonzales and other are interested in participating

- ii. Morgan might be interested in serving as chair; Jim wants to wait and get Morgan's input
- b. Rewards – Daniel
 - i. Daniel wants the TTC to develop a way to thank volunteers – with dinner gift certificates, bonus, etc.
 - ii. Concern expressed about system abuse and monitoring; don't want to leave someone out
 - iii. David will ask legal about staff "rewards" – for James Dickhoff and other town employees that have gone above and beyond
- c. Public Comment
 - i. No public comment
- d. Any other new business to come before the Committee

10. Adjournment – Jim Smith motioned, Daniel Gonzales seconded, all approved